

Developing WOW!



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Training With Sodexho



- ★ **T.W.I.-Initiated in the 1970's**
 - **Work-Experience Program**
 - **Extensive Exposure to Corporate America**

- ★ **Sodexho N.A.-Leading Provider of Food and Facilities Management in the U.S. and Canada**
 - **\$4.9 Billion in Annual Sales**
 - **130,000 Employees**
 - **6,000 Locations**
 - **HQ at Gaithersburg, MD**



T Teppanyaki

Benihana



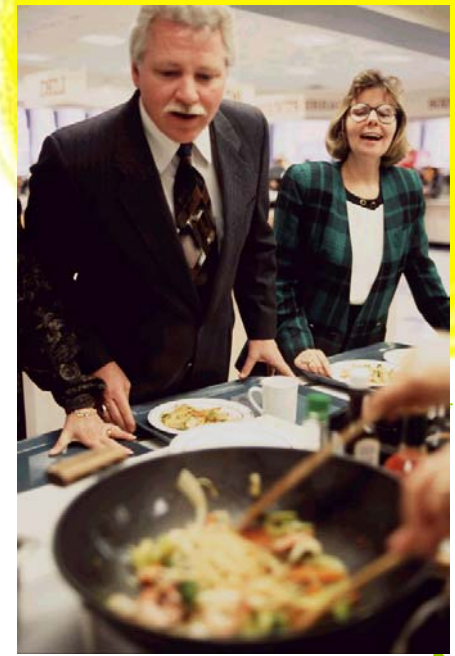
Exhibition Cooking

Cooking in Front of Your Customers

Table Top Cooking

Display Cooking

Why Exhibition Cookery?



★ **Current Food Trend with our Demographic**

★ **Perceived Value**

- Personalized Service
- Fresh
- Hot

★ **Controls Waste - Progressive Cookery**

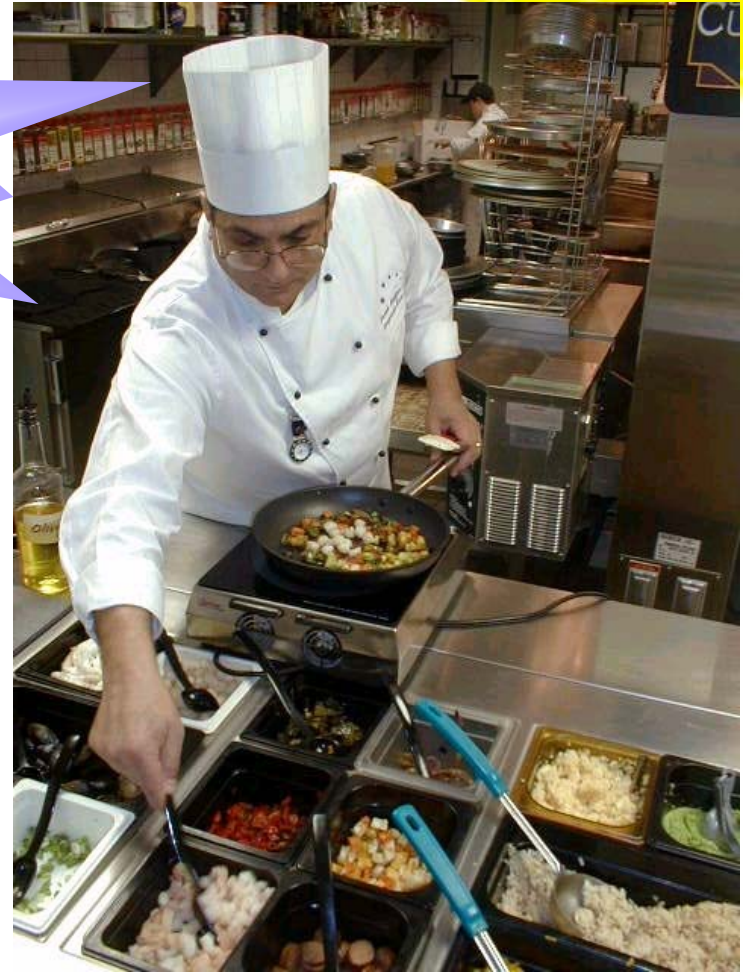
★ **Can be Adapted to our DFACs**

Customer
Satisfaction

Considerations

What the Customer Wants

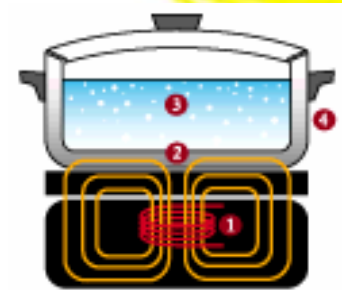
- ★ Equipment
- ★ Location & Application
- ★ Menus



Exhibition Cooking Equipment

★ What do I Need?

- Cookers - Induction or Butane?



★ Induction Technology

- Developed in the 1930's by Bell Laboratories
- Magnetic Field above a Tempered Glass Top
- Heats Only the Pan (Requires Special Pans)
- **Reliable, Efficient, Affordable, Safe**
 - No Open Flame
 - Cooking Oils can Smoke or Flash if Too Hot
 - State/Local Codes for Hoods
- **Currently Driving Exhibition Cookery**



Additional Equipment Considerations

- ★ **Cooking Pans**
- ★ **Hot/Cold Holding Capabilities**
- ★ **Serving Line Tiles/Sheet Pans**
- ★ **Sneeze Guards**
- ★ **Signage**



Prime Vendor -
Equipment

Equipment Costs

★ Induction Cookers (110-120V)

- CookTech-C1800 \$475
- Spring SR-1151F-1 \$350
- Iwatani US-9000-15B \$459

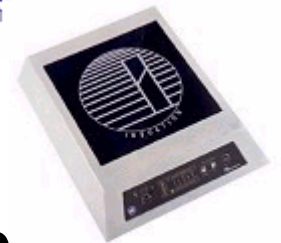
 **CookTek**
Induction Cooking Systems



 **Spring**



 **Iwatani**
International
Corporation
of America



★ Induction Pans (ea.) \$40-\$120

★ Other Equipment Costs:

- Sneeze Guards (freestanding) \$400-\$500
- Serving Line Tiles (ea) \$99
- Signholders (ea) \$60



Location & Application

- ★ **Station Set-up**
 - Free Standing
 - Part of the Serving Line
- ★ **Look at Current and Projected Traffic Flow**
 - Lunch, Dinner, Brunch
- ★ **Complexity & Popularity of Menus**
 - Number of Ingredients
 - Customer or Cook Gathers
- ★ **Implement Gradually, Plan for Success**



Menus - Exhibition Cooking

- ★ What it is: Finishing Station
- ★ Requires: Pre-planning, Showcase Cooks
- ★ Remember: Food Safety Measures
- ★ Compare: Cost Per Serving
- ★ Sample Menus (Item Availability)
 - Stir Fry
 - Mexican
 - Italian
 - Asian
 - Hot Salads



Menu Ideas

Stir Fry

Jambalaya
Mongolian (Beef/Chicken)
Beef & Broccoli
Chicken & Pepper

Italian

Sauces w/
Tortellini
Linguini
Fettuccine
Ravioli

Hot Salads

Caesar (beef, chicken)
Garden (beef, chicken)

Asian

Beef Teriyaki
Sweet & Sour (chicken, pork)
Fried Rice (beef, chicken, pork)
Thai Fry

Mexican

Fajitas (chicken, beef)
Quesadillas (cheese, chicken, beef)
Taco Salad



The Next Step:

- ★ Brunch (Eggs & Carver)
- ★ Bars (Potato, Taco)
- ★ Wraps (BLT, Chicken Caesar, Taco)
- ★ Sides



Thanks!

<http://www-perscom.army.mil>



Sodexho

<http://www.sodexhoUSA.com>